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# Travel Journalism, Communication and Social Media

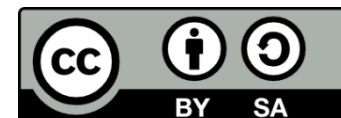
**Module 10:** 'Effective Communication Strategies in Travel: experiences and full senses in Travel'

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**School of Journalism and Mass Communications**

Faculty of Economics and Political Sciences



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# **‘Effective Communication Strategies in Travel: experiences and full senses in Travel’**

**Dr Clio Kenterelidou & Dr Fani Galatsopoulou**

# Module's Outline

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**Course title “Travel Journalism, Communication and Social Media”**

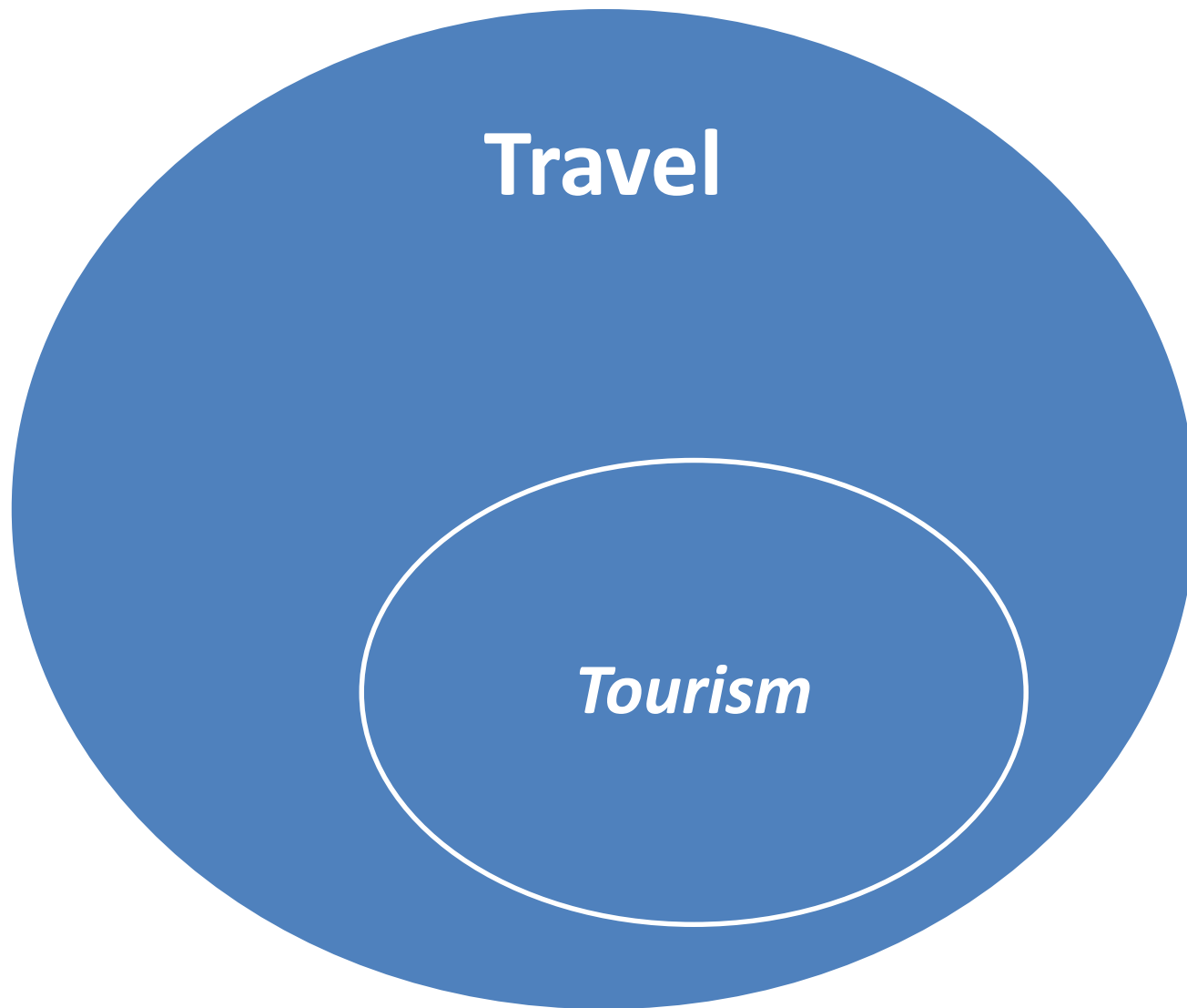
**Module title**

**“Effective Communication Strategies in Travel:  
experiences and full senses in Travel”**

- The transformation of travel: From Impressions to Experiences
- Travel Communication: explore your senses
- The ‘Experience’ Frame



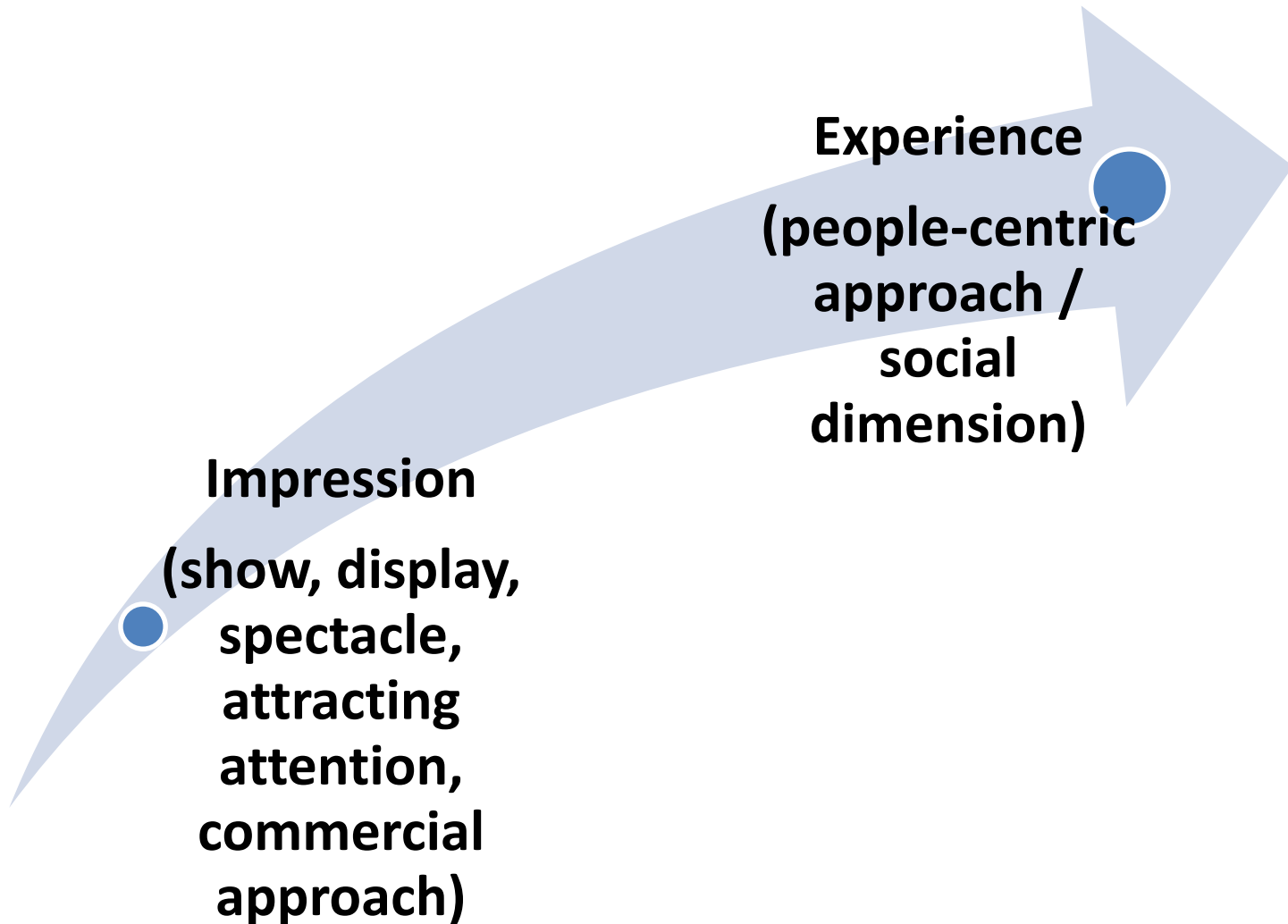




**Tourism is a subset of Travel** (source: [UNWTO](#))



# Travel (1)





# Travel (2)

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I am away on a trip



I am on a travel/trip



An effect that is caused in our consciousness from the perception of an external stimuli through the senses and without the mediation of assessment or evaluation.  
Static and passive viewing of an event.

Impression

Experience

Personally observing, encountering or undergoing something ; participatory and critical process.  
Dynamic.  
Authenticity.



# The Experience (1)

**‘Experience’ is ...**

‘the knowledge that derives from practice and practical contact with facts and events, from exercising a work, or from dealing with issues and problems, as opposed to knowledge of theoretical study’

‘the knowledge that is based on the direct perception of things, which is offered by our senses (doing – seeing – feeling things), as opposed to the knowledge based on the intellect’

(Dictionary of Standard Modern Greek,  
Institute of Modern Greek Studies,  
Manolis Triandafyllidis Foundation, 2005)



# The Experience (2)

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**‘Experience’ is ...**

**‘the knowledge or mastery of an event or subject gained through involvement in or exposure to it’**

(Oxford English Dictionary)

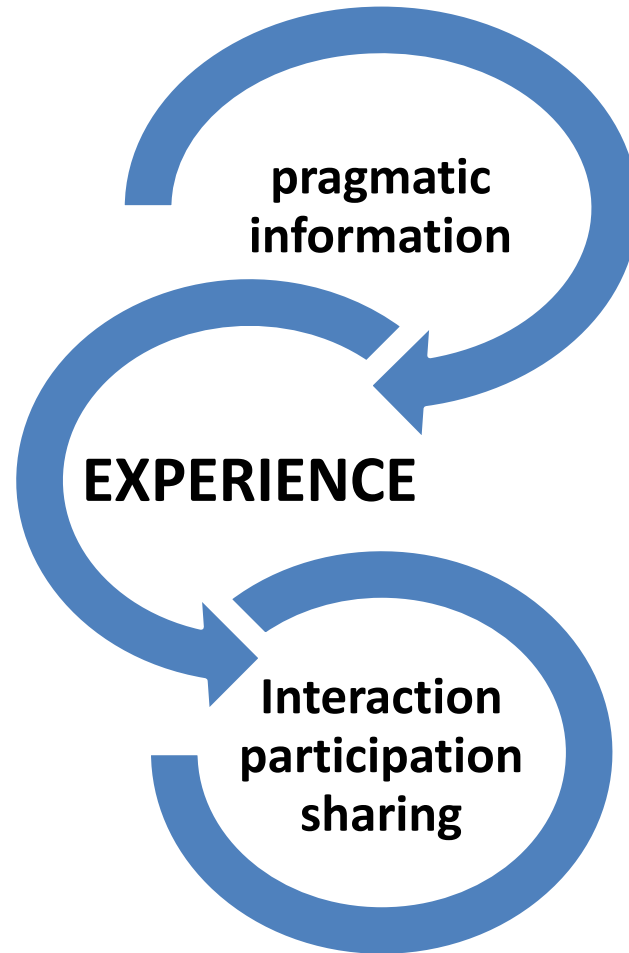


Though this optic with the experiential nature of travel and travel's social dimension and impact, travel interconnects with public communication and participation and leads Travel Communication to contribute to:

- the exploration of the senses
- the strengthening of the knowledge of the traveler by creating a repository of authentic experiences.
- the cultivation of travel and social literacy as well as phronesis to those involved in the experience.



# Travel Communication (1)



# Travel Communication (2)

- It aims at a world that listens and gets involved; a public that besides listening,



Figure 1

activates all its senses, in order to observe, understand, participate, experience and evaluate.



Five Senses

Figure 2



# The world is listening



Figure 3

... when it comes to effective communication, listening is more than hearing. It requires...

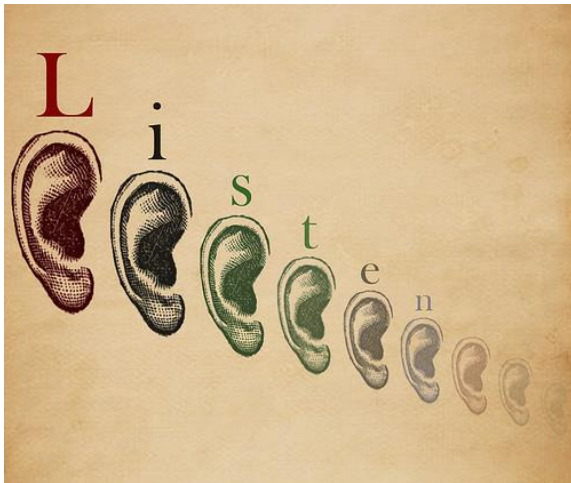


Figure 4



Figure 5

Five  
Senses

...**all the senses**





# Senses (1)

- Basic senses:

- Hearing
- Vision
- Smell
- Taste
- Touch



Figure 6

- ... as well as the sense of :

- time, the place, the people, the emotion, the drama (contrast, conflict, tragedy, comedy, disaster, epic, lyric element, shocking or uncomfortable situation), the meaning (concept, idea).



# Senses (2)



Figure 7: EDEN: discover Europe's hidden sustainable tourist destinations

<http://www.youtube.com/watch?v=m3tU2NS9wGM>



# Senses (3)

entice your senses and learn Greece...

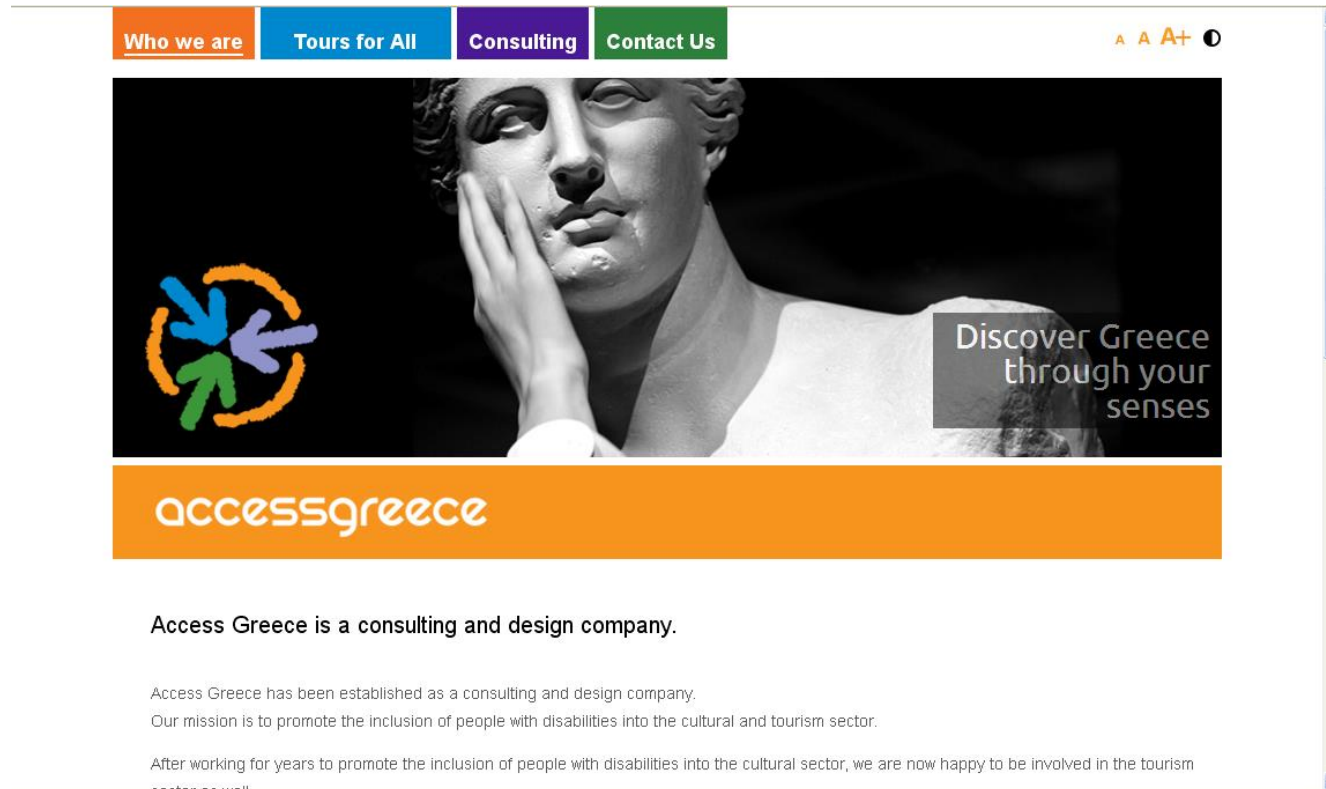


Figure 8: Access Greece website

<http://dev.accessgreece.com/>



**communicators;  
truth-tellers  
and sense-makers**

**facilitators**

**Travel  
Communicator /  
Journalist  
become  
highly flexible**

**mediators;  
reporters / journalists**

**thinkers;  
explainers / educators**



# Traveler:

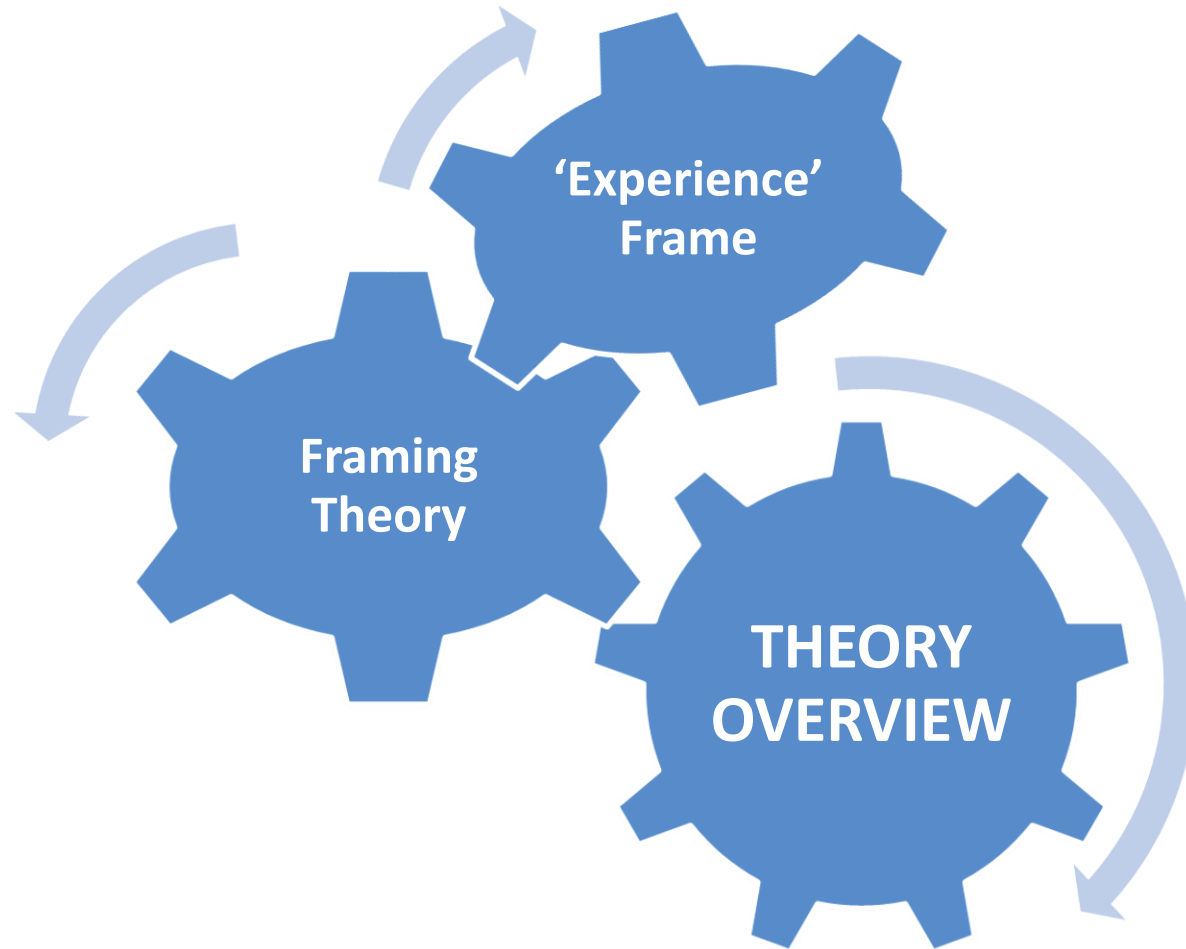
## "truth-teller, sense-maker, explainer"

- **Travel** becomes a constituent of the journalistic and communication process and of public information, knowledge and engagement.
- The **Traveler** is activated either as **communicator** or as **journalist** by fully utilizing the potential and dynamics of these two statuses (Communicator – Journalist)

and, the *Framing concept* serves as *theoretical base* for the above.



# Experience



# Framing (1)

## *Theory Overview*

- **Framing Theory** refers to ...  
the application of the principles of 'choice' and 'projection' (Entman, 1991 & 1993), which means to select some certain aspects of a perceived reality and make them more salient in a communicating text, so as to promote – to transfer the attention to (Ryan, 1991):
  - a particular problem definition (diagnosis),
  - causal interpretation (subsequent causes),
  - moral evaluation (definition of criteria),
  - treatment recommendation for the item described (proposed action).



# Framing (2)

## *Theory Overview*

- **Framing Theory** suggests that ... framing denotes an active process and a result (Reese, Gandy & Grant, 2001). It is the way that events are organized and presented (Scheufele 1990, 1999) and in which principles of selection, emphasis and presentation (inclusion or exclusion) are composed in such a way as to imply what exists – what happens – what matters (Gitlin, 1980; Tankard, 2001).

Framing, as a concept, ...

- is a twofold meaning and process. It includes the presentation and interpretation of events and experiences (Scheufele 1990, 1999)
- makes an event, a piece of information, or a communication message more discernible, noticeable, meaningful, comprehensible, or memorable to the recipient (Entman, 1991).





# The Frame (1)

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## *Theory Overview*

- **The Frame**

is a comprehensive structure of meaning (Hertog & McLeod, 2001)

is the *instrumental means*

for the organization and the meaning of issues and/or event from the side of the communicator (public and political communication actors; individuals, organizations, public institutions, media, public, governmental and other entities, etc.)

This means that ...



# The Frame (2)

- **The Frame is ...**

- the cognitive representation that allows individuals and/or the public to organize everyday reality (Tuchman, 1978), their experiences and events or occurrences as *important*, so as to enable them to give meaning to social interactions (Goffman 1974, 1981) and their everyday reality.

- a central organizing idea (or story line) (or cognitive device – Kinder, & Sanders 1996, or an organizing principle – Reese, 2001 & 2007), that provides meaning to an unfolding strip of events (Tankard, Hendrickson, Silberman, Bliss & Ghanem, 1991), where the controversy is only about the essence of the issue (Gamson και Modigliani, 1989).



# 'Experience' Frame (1)

---

## *Theory Overview*

- Framing Theory
- The Frame
- **The 'Experience' Frame**

the amalgam, the linking of  
pragmatic and reality-based information  
and

Experience,

on the basis of interaction

and

in the logic of personal engagement (no mediators)



# 'Experience' Frame (2)

---

The component of Experience gives added value to the communication message. This is because:

- the public is attracted by the element of the real personal experiential involvement
- through the experience, the communication message is imprinted in the public mind and it remembers it both as memory and as knowledge that incorporates personal evaluation.

***–it is this special something–  
(value dimension)***



# 'Experience' Frame and Travel (1)

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Travel is framed as 'Experience';  
as **real interactive experience and personal engagement.**



# 'Experience' Frame and Travel (2)

- **'Experience'** means acquiring knowledge through personal engagement:  
personal involvement means to be part of that 'something' in order to ...
  - feel – observe it (*personal contact*),
  - familiarize with – understand it,
  - describe it,
  - communicate it,
  - share it,
  - promote it



# 'Experience' Frame (1)

## VisitGreece - Flickr

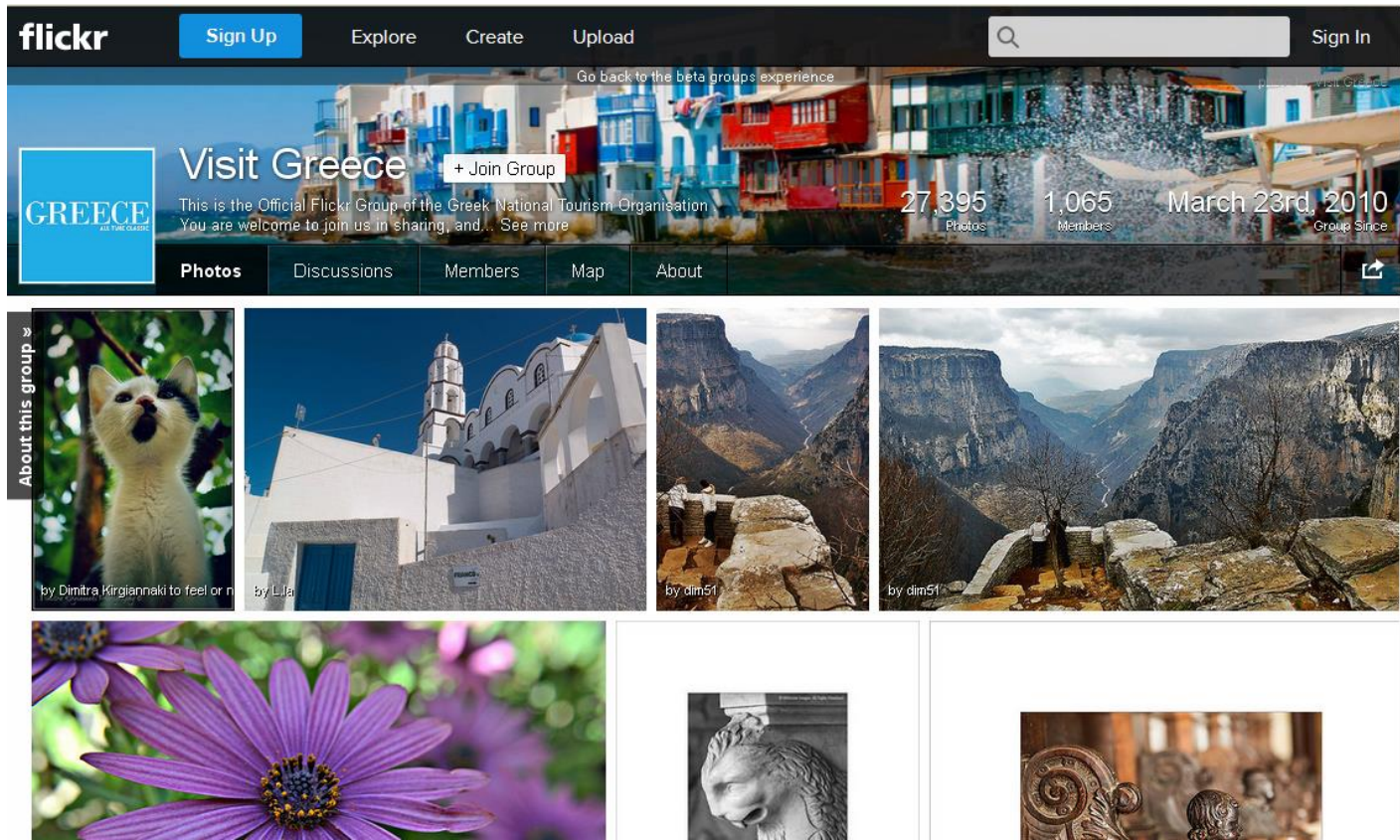


Figure 9: VisitGreece-Flickr

<https://www.flickr.com/groups/visitgreecegr/>



# 'Experience' Frame (2)

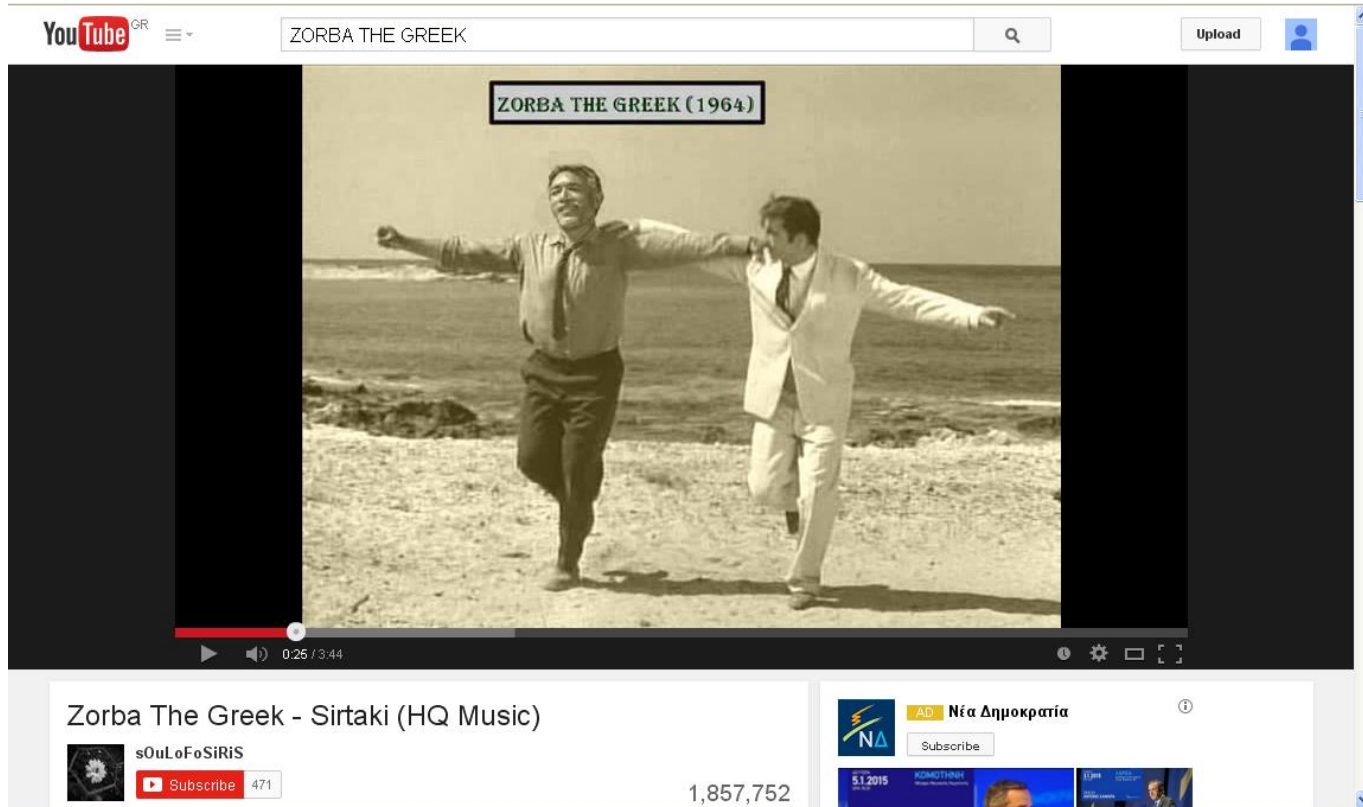


Figure 10: Zorba the Greek

<https://www.youtube.com/watch?v=dzlcxN0lxSo>





# 'Experience' Frame (3)

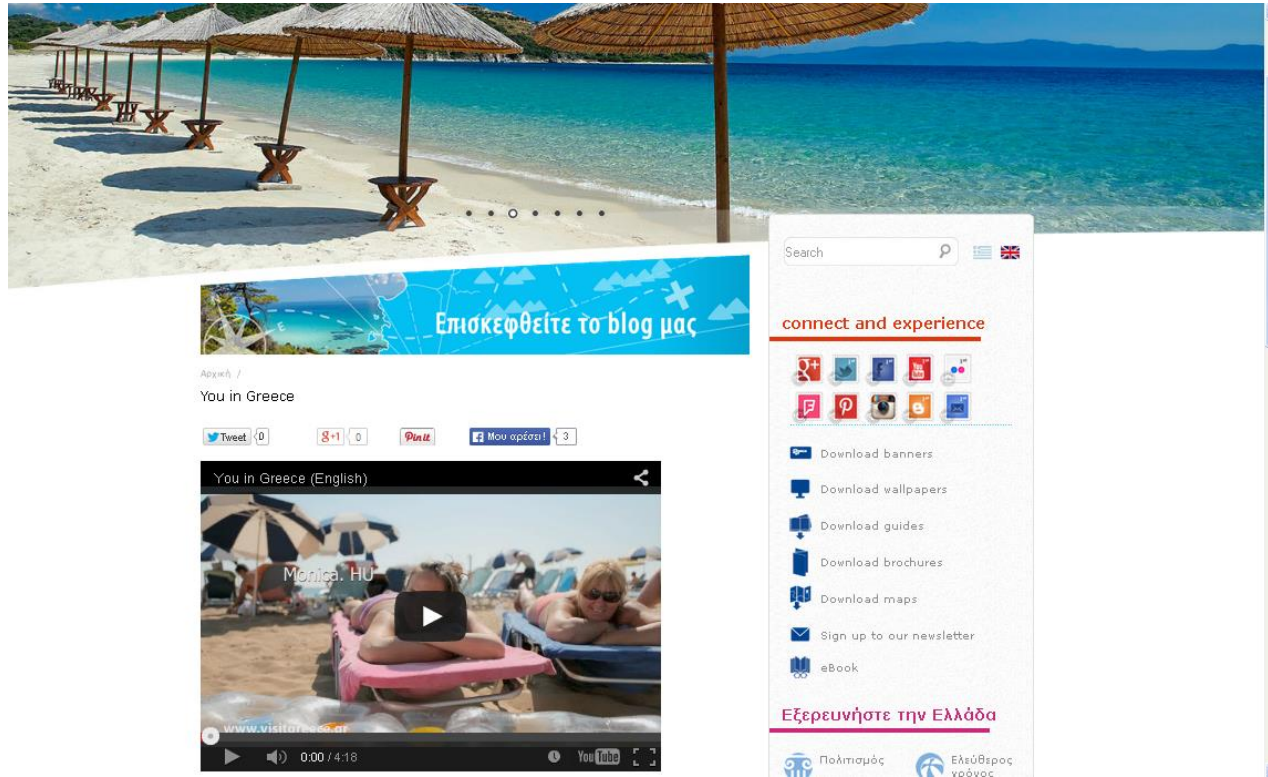


Figure 11: Video from [visitgreece.gr](http://www.visitgreece.gr)

[http://www.visitgreece.gr/el/video/you\\_in\\_greece](http://www.visitgreece.gr/el/video/you_in_greece)

[http://www.visitgreece.gr/el/video/you\\_in\\_athens](http://www.visitgreece.gr/el/video/you_in_athens)



# 'Experience' Frame (4)

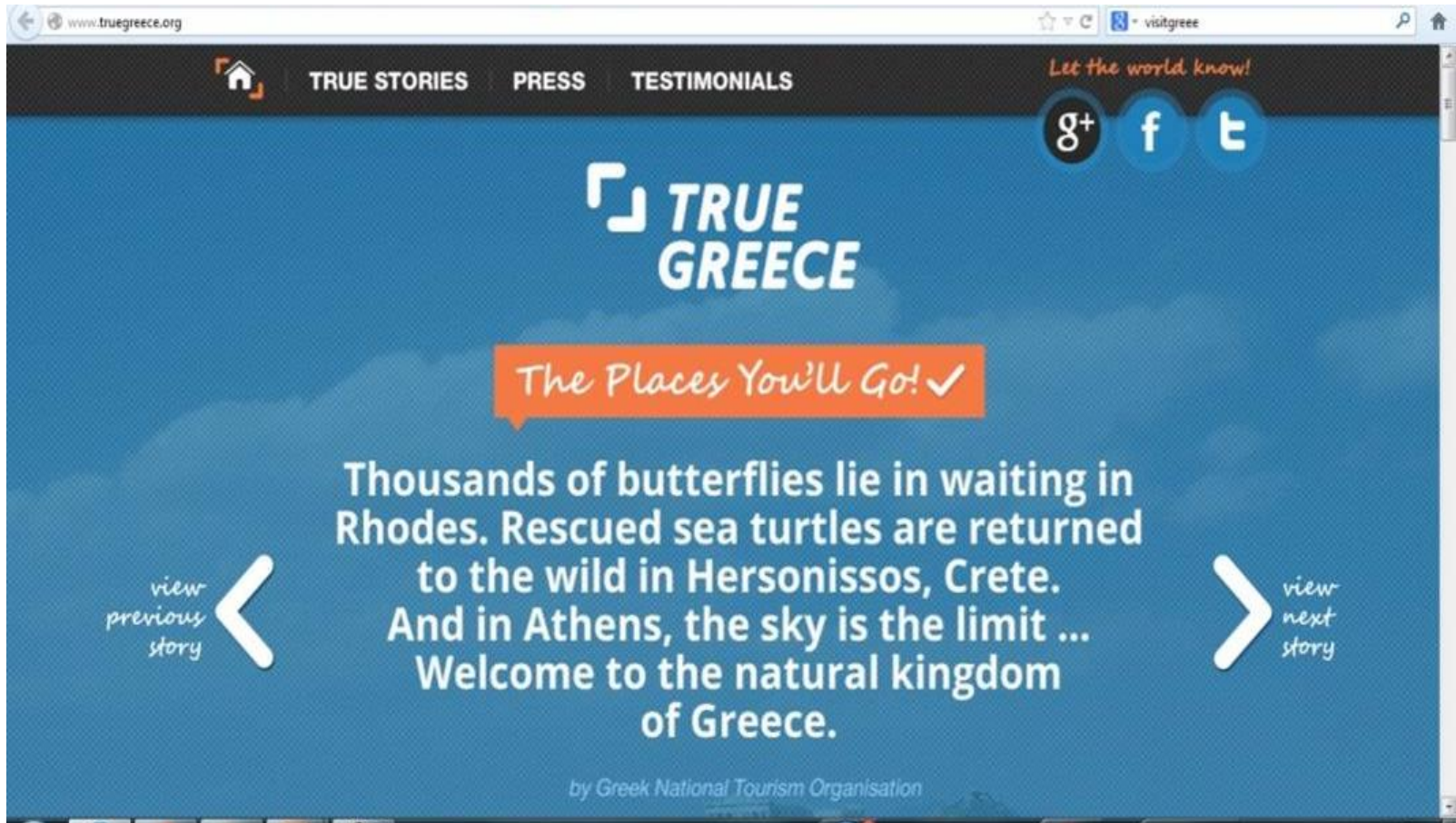


Figure 12: TRUE GREECE initiative

<http://www.truegreece.org/>



# 'Experience' Frame and Travel (1)

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Experience should ...

- not be organized, controlled and staged in order to attract more public's and travelers' attention
- facilitate the traveler to remove the traditional identity of the viewer (impression)
- be authentic, unique and engaging
- lead the experiencers to sustainable behaviors



# 'Experience' Frame and Travel (2)

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- to incorporate this frame in communication and journalism, travel communicators and journalists are ...

the curious, the seekers,  
the wanderers, the witnesses

and they communicate the experience to a listening world and an engaged public building public awareness and literacy.



# Creative Task (1)

Be a travel communicator;

Tell us what is like to travel to ... you chose from your personal travel experiences ...

Shed light to your chosen travel destination by providing us a real-life testimonial with reliable information and experiences. Communicate the travel experience of yours by sharing it with us. Make us dream about the place or the community and experience the beauty and the culture of it by describing it vividly and, by being the truth-teller and sense-maker, the facilitator, the mediator, and the thinker, explainer and educator.



# Creative Task (2)

.... Make the experience come alive through our enticement and engagement via the opening and activation of all our senses (5 + sense of time, the place, the people, the emotion, the drama and the meaning).

Communicate to us that special something that was in this real personal travel experiential involvement of yours and of that you were part of, and made the travel experience memorable.

Upload it on our fb team and let us all comment underneath and attempt to make it even more vivid through our social interaction and public exchange by triggering all senses based on our personal travel experiences of it and the essence of the place or the community that we personally might have.



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2,5,6. Five Senses

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4. Listen

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7: EDEN: discover Europe's hidden sustainable tourist destinations

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8. Εικόνα 8: Access Greece website

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12. *TRUE GREECE* initiative

<http://www.truegreece.org/>



# End of Module 10

Edit: <Giomelakis Dimitrios>

Greece Thessaloniki, Spring Semester 2013-2014

